

(b) at least one of the user's preferences;

training the data mining engine with a set of training data comprising the user database by clustering the user database into different segments of users distinguished by different states of one or more characteristics;

inputting to the data mining engine a predetermined set of characteristics including a predetermined set of user attributes likely to pertain to a product to which the marketing campaign is directed and, in response thereto, obtaining from the data mining engine a subset of the users in the data base having the highest correlation to the characteristic by determining which of the segments found during clustering of the user database has the highest statistical correlation to the predetermined characteristic;

determining in the data mining engine a set of prevalent attributes of the subset of users;

defining a target database of users and determining in the data mining engine a target subset of users in the target data base statistically correlated to the set of prevalent attributes;

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conducting a marketing campaign cycle directed at the target subset of users;

observing responses of the target subset of users to the marketing campaign cycle;

forming a focused group of the target subset of users whose observed response was a particular type of response;

determining, in the data mining engine, a group of prevalent characteristics of the focused group of users; and

defining a database to be mined and determining, in the data mining engine, a new set of users in the database to be mined whose characteristics are statistically correlated with the group of prevalent characteristics.

[ Please cancel claims 2 - 5 without prejudice or disclaimer.]

6. (Twice Amended) The method of Claim 1 wherein the target database comprises the user database with which the data mining engine has been trained.

7. (Twice Amended) The method of Claim 1 wherein the target database comprises

an additional database not included in the user database, the additional data base defining characteristics of a set of new users.

[Please cancel claims 8 and 9 without prejudice or disclaimer]

10. (Amended) The method of Claim 1 wherein the database to be mined comprises the user database with which the data mining engine was trained.

11. (Amended) The method of Claim 1 wherein the database to be mined comprises the target data base of users.

12. (Amended) The method of Claim 1 wherein the database to be mined comprises a new database not included in either the user data base nor in the target user database.

13. (Amended) The method of Claim 1 further comprising:  
directing a subsequent marketing campaign cycle to the new set of users.

[Please cancel claim 14 without prejudice or disclaimer.]

15. (Amended) The method of Claim 1 wherein the user preference corresponds to a prior purchase of a product which is a subject of the marketing campaign.

17. (Amended) The method of Claim 1 further comprising:  
for any member of the target subset of users having certain attributes which are undetermined, filling in the certain undetermined attributes with the corresponding ones of the set of prevalent user attributes of the subset of users.

21. (Three Times Amended) A method of personalizing marketing resources,  
comprising:

providing a data mining engine capable of being trained with training data and

capable thereafter of performing inferences relative to the training data;

providing a user database for correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the observed characteristics comprising: (a) at least one of the user's attributes, and (b) at least one of the user's preferences;

training the data mining engine with a set of training data comprising the user database by clustering the users in the database into user segments with similar observed characteristics;

inputting to the data mining engine a set of user attributes of one of: (a) a particular user, or (b) a particular group of users; and, in response thereto,

obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes by determining which of the user segments identified during the training of the data mining engine has characteristics that are statistically correlated with the set of user attributes; and wherein the subset of adaptable marketing features is determined based upon the preferences of users in the user segments statistically correlated to the set of user attributes.

31. (Twice Amended) A method of controlling the marketing resources of an Internet site having a real-time user interface during a visit to the Internet site by a particular user, comprising:

providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data;

providing a user database correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the observed characteristics comprising at least one of: (a) user attributes, and (b) user preferences;

training the data mining engine with a set of training data comprising the user database by clustering the users in the data base into segments of users with similar characteristics ;

inputting to the data mining engine a set of user attributes of the particular user by obtaining observed characteristics of the particular user through a real-time user interface of the Internet site; and, in response to characteristics observed through the interface ,

obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes by determining which of the segments has characteristics that are statistically correlated with the set of user attributes; and wherein

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*P* the subset of adaptable marketing features is determined based upon the preferences of the segments of users that was statistically correlated to the set of user attributes input to the data mining engine.

Please cancel claims 41 - 44 without prejudice or disclaimer

*C15*  
*P* 45. (Amended) The method of Claim 31 wherein some characteristics of the particular user are not observed through the interface, but have been previously determined by clustering for the segment to which the particular user is assigned, whereby the characteristics not observed through the interface are filled in upon assignment of the particular user to a segment,

*Cuts* 58. (Twice Amended) A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

*Ale* providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data; and on additional data;

providing a user database defining the observed characteristics of each one of a set of users, the characteristics comprising at least one of: (a) at least one of the user's attributes, (b) at least one of the user's preferences;

training the data mining engine with a set of training data comprising the user database by clustering the user data base into different segments of user distinguished by different states of a characteristic;

inputting to the data mining engine a predetermined set of characteristics including a predetermined set of user attributes likely to pertain to a product to which the marketing campaign is directed and, in response thereto, obtaining from the data mining engine a

subset of the users in the data base having the highest correlation to the characteristic by determining which of the segments found during clustering of the user database has the highest statistical correlation to the predetermined characteristic;

determining in the data mining engine a set of prevalent attributes of the subset of users;

defining a target database of users and determining in the data mining engine a target subset of users in the target data base statistically correlated to the set of prevalent;

conducting a marketing campaign cycle directed at the target subset of users;

observing responses of the target subset of users to the marketing campaign cycle

forming a focused group of the target subset of users whose observed response was a particular type of response;

determining, in the data mining engine, a group of prevalent characteristics of the focused group of users; and

defining a database to be mined and determining, in the data mining engine, a new set of users in the database to be mined whose characteristics are statistically correlated with the group of prevalent characteristics.

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**59. (Twice Amended)** A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data;

providing a user database for correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the observed characteristics comprising at least one of: (a) at least one of the user's attributes, (b) at least one of the user's preferences;

training the data mining engine with a set of training data comprising the user database by clustering the users in the database into user segments with similar characteristics;

inputting to the data mining engine a set of user attributes of one of: (a) a particular user, or (b) a particular group of users; and, in response thereto,

obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes by determining which of the user

segments identified during the training of the data mining engine has characteristics that are statistically correlated with the set of user attributes;

and wherein the subset of marketing features is determined based upon the preferences of the segments statistically correlated to the set of user attributes.

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60. (Twice Amended) A machine-readable medium having instructions stored thereon for execution by a processor to perform a method of controlling the marketing resources of an Internet site comprising:

providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data;

providing a user data base correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the observed characteristics comprising at least one of: (a) user attributes, and (b) user preferences;

training the data mining engine with a set of training data comprising the user database by clustering the users in the database into segments of users with similar characteristics;

inputting to the data mining engine a set of user attributes of the particular user by obtaining observed characteristics of the particular user through a real time user interface of the Internet site and, in response to characteristics observed through the interface, obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes by determining which of the segments has characteristics that are statistically correlated with the set of user attributes; and wherein

the subset of marketing features is determined based upon the preferences of the segments statistically correlated to the set of user attributes.

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Please Cancel claims 61, 62, and 64 without prejudice or disclaimer.